



Influence of Price, Promotion, and Service Quality On Consumer Purchasing Decisions at Geprek Sa'I Chicken

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ABSTRACT

Purpose: This study aims to examine the influence of price, promotion, and service quality on consumer purchasing decisions at Ayam Geprek Sa'i. **Methodology:** The research used a quantitative method with a descriptive approach. The sample consisted of 100 respondents who were consumers of Ayam Geprek Sa'i and had made purchases more than once. The sampling technique used was purposive sampling, and data were collected through a questionnaire measured using a Likert scale. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS software. **Results:** The results showed that price and promotion had a positive and significant effect on consumer purchasing decisions. Price was the most dominant variable influencing purchasing decisions, while promotion had a smaller but still significant effect. Meanwhile, service quality did not have a significant effect on purchasing decisions. The R-square value of 0.539 indicates that price, promotion, and service quality explain 53.9% of purchasing decisions, while the remaining percentage is influenced by other variables not included in this study. **Findings:** The findings of this study indicate that price and promotion have a positive and significant effect on consumer purchasing decisions at Ayam Geprek Sa'i. Price was found to be the most dominant factor influencing purchasing decisions, while promotion also contributed significantly with a smaller effect size. In contrast, service quality did not show a significant effect on purchasing decisions. Additionally, the model explained 53.9% of the variance in purchasing decisions, indicating that other factors outside the study also influence consumer behavior. **Novelty:** The novelty of this study lies in examining the influence of price, promotion, and service quality simultaneously on purchasing decisions at Ayam Geprek Sa'i, with findings showing that price is the most dominant factor while service quality has no significant effect. **Originality:** The originality of this study lies in analyzing purchasing decisions at Ayam Geprek Sa'i by examining the combined effect of price, promotion, and service quality, with findings that identify price as the dominant factor and service quality as non-significant. **Conclusion:** In conclusion, price and promotion have a positive and significant effect on purchasing decisions at Ayam Geprek Sa'i, while service quality has no significant effect. Price was identified as the most dominant factor influencing consumer purchasing decisions. **Type of paper:** Quantitative research article.

INTRODUCTION

In this era of globalization and increasingly intense business competition, the food and beverage industry in Indonesia continues to grow rapidly. Advances in technology, changes in lifestyle, and the influence of globalization have led to shifts in people's food consumption patterns. In the past, people tended to consume home-cooked meals prepared in traditional ways. However, current trends show a shift toward foods that are fast, practical, and easy to obtain. This change is largely influenced by the increasing mobility of people, especially in urban areas, which requires greater time efficiency in daily activities (Paramitha et al., 2025). As a result, many people prefer ready-to-eat foods. Although this tendency may increase daily expenses, it also creates promising business opportunities for culinary entrepreneurs, particularly in the ready-to-eat food sector, such as Ayam Geprek Sai.

Ayam Geprek Sa'i is a restaurant that sells smashed fried chicken (ayam geprek), which was established in April 2017 in Yogyakarta. The restaurant was founded by four individuals as a partnership-based business with a vision to create a halal and *thoyyib* restaurant that offers flavors accepted by the community at affordable prices. Ayam Geprek Sa'i has several outlets in various regions; according to (sa,i, n.d.), there are 27 outlets that can be accessed in different areas, such as Pandaan, Beji, Bangil, and other regions. Ayam Geprek Sa'i serves ready-to-eat food in the form of ayam geprek, packaged in a simple way that makes it easy to carry anywhere. In serving customers, the employees always greet customers politely, treat them equally without discrimination, fulfill orders accurately, and show concern by assisting customers whenever needed (Zuhriyah et al., 2023). Ready-to-eat foods tend to be favored by people from various groups regardless of age (M. Iqbal Rizqullah & Didit Darmawan, 2025), which is evidenced by the large number of consumers of Ayam Geprek Sa'i from different groups, not only among young people. In addition, price is also a major factor influencing consumer purchasing decisions, as in highly competitive business environments consumers tend to compare prices from various menu options before making a purchase decision (Evaliana & Susyanti, 2019).

One aspect that can influence potential consumers in determining purchasing decisions is price. Price is defined as the amount of money required to obtain a combination of products and services (Sabrina, 2018). In general, consumers associate higher prices with better quality, while prices that are too low may lead buyers to question the quality of the product or service itself (Rissa & Prihartono, 2021). Setting the right price is very important in offering products or services, as it can determine whether the offer will be accepted or not (Dumarya Manik et al., 2017). The pricing implementation at Ayam Geprek Sa'i is carried out by setting affordable yet competitive prices to match consumers' purchasing power, especially students and workers. This strategy is strengthened by applying value-based pricing, which involves adjusting prices according to the taste quality and portion sizes provided so that customers feel they receive greater value. Affordable prices can encourage consumers to make purchasing decisions at Ayam Geprek Sa'i. Previous research conducted by (Yazid & Hidayat, 2020) stated that price and service quality simultaneously have a positive and significant effect on purchasing decisions, while another study by (Rissa & Prihartono, 2021) found that price has a positive and significant effect on purchasing decisions. However, research conducted by (Mulyadi, 2022) reported that price has a negative effect on purchasing decisions.

In addition to price, another factor that influences purchasing decisions is promotion, particularly through digital applications, which plays an important role in encouraging consumers to make purchases (Yoeliastuti et al., 2021). Promotion is an essential part of marketing strategy. Through promotional activities, business actors can communicate product information to consumers in order to encourage them to make purchases (Putri et al., 2025). Promotion can also be defined as a communication activity carried out by a company to the public, with the aim of introducing products or services and influencing the wider community to purchase them (Ningrum et al., 2023). Ayam Geprek Sa'i has implemented both online and offline promotional strategies

(Wahyuningtyas & Habib, 2024). One form of online promotion is the use of social media platforms, particularly Instagram, to introduce menu items and provide information about the latest promotions. In addition, promotional strategies are carried out by offering value meal packages, discount programs on certain days, and menu bundling to encourage larger purchase quantities. These promotional efforts are intended to ensure that information related to special promotions and other offers at Ayam Geprek Sa'i can be clearly communicated to consumers and encourage them to visit and make purchases. Through these promotional efforts, Ayam Geprek Sa'i aims to build closer relationships with consumers and attract the attention of potential customers. Previous research conducted by (Ningrum et al., 2023) stated that promotion can increase consumer interest and encourage purchasing decisions, while another study by (Astuti & Anggresta, 2022) found that promotion has a positive and significant effect on purchasing decisions. However, research conducted by (Anggelina & Sanjaya, 2019) reported that promotion has a negative and insignificant effect on purchasing decisions.

In addition to price and sales promotion, another factor that determines purchasing decisions in culinary businesses or restaurants is service quality (Suyitno & Khijatul Istiadah, 2018). Kotler (2009) stated that service quality refers to any action or activity that one party can offer to another, which is essentially intangible and does not result in ownership (Nasution & Lesmana, 2018). Service quality is also one of the key factors that can influence consumer purchasing decisions. Service quality can be defined as the effort to fulfill consumers' needs and desires, as well as the accuracy of delivery in meeting consumer expectations (Rahmawaty & Solihin, 2023). If consumers feel satisfied with the services provided by a company, the likelihood of consumer purchasing decisions will increase (Andini Sartika Ayu et al., 2023). Satisfactory service provided to consumers can also have a significant impact on repeat purchases. Some examples of services implemented by Ayam Geprek Sa'i include friendly and responsive service, fast serving time, cleanliness and comfort, an easy ordering system, and a variety of spicy level options. Based on research conducted by (Muhamad et al., 2019), service quality is one of the important factors influencing consumers to make purchasing decisions. Another study conducted by (Rahmawaty & Solihin, 2023) stated that service quality has a positive and significant effect on purchasing decisions. However, research conducted by (Cynthia, D., Hermawan, H., & Izzudin, 2022) reported that service quality has a negative and significant effect on purchasing decisions.

Previous studies have examined the effects of price, promotion, service quality, and purchasing decisions. However, one study reported that price has a negative effect on purchasing decisions [10]. Other studies also found that promotion has a negative effect on purchasing decisions (Anggelina & Sanjaya, 2019), while another study reported that service quality has a negative effect on purchasing decisions (Cynthia, D., Hermawan, H., & Izzudin, 2022). Based on the findings of previous studies, an evidence gap has been identified regarding the influence of price, promotion, and service quality on purchasing decisions. Empirically, earlier studies have shown inconsistent results. Some studies reported that price has a positive and significant effect on purchasing decisions, while others found that price has a negative effect. Similar inconsistencies were found in the promotion variable, where some studies identified a significant influence on purchasing decisions, while others concluded that promotion has no effect or even a negative effect. A similar pattern also occurred in the service quality variable, where most studies showed a positive influence, but some reported negative effects. In addition, a contextual gap exists because most previous studies were conducted on different business objects or brands, and therefore did not specifically examine consumer behavior at Ayam Geprek Sa'i. Research examining the combined influence of price, promotion, and service quality simultaneously on purchasing decisions within the context of Ayam Geprek Sa'i fast-food restaurants is still limited, which creates a variable gap. These gaps indicate the need for further research to re-examine the consistency of the influence of these three variables on consumer purchasing decisions at Ayam Geprek Sa'i.

Research Question : "Do price, promotion, and service quality influence consumer purchasing decisions at Ayam Geprek Sa'i?"

METHOD

Analysis Method

This study uses a quantitative method with a descriptive approach. The descriptive quantitative method is a systematic scientific research method used to examine phenomena based on theories derived from data. This study focuses on the analysis of numerical data, which are then analyzed using appropriate statistical methods [33]. The research was conducted on consumers of Ayam Geprek Sa'i who had made purchases more than once. This research questionnaire was conducted for all Ayam Geprek Sa'i consumers, especially in Pasuruan Regency. The questionnaire was distributed to Ayam Geprek Sa'i consumers from December 2025 to February 2026.

Population and Sample

Population refers to all components that are considered to have one or more similar characteristics, forming a group. The characteristics of this group are determined by the researcher, depending on the focus of the study. A population may consist of individuals, artifacts, events, or materials. In health science research, the population generally refers to individuals or people (Swarjana, 2022).

A sample is a part of the population. This statement has two meanings: (1) all population units must have the opportunity to be selected as sample units, and (2) the sample is considered as an estimate of the population or as a smaller representation of the population (a miniature of the population). This means that the sample size must be sufficient to represent the population (Roflin, Eddy; Liberty, 2021). The population size in this study is not known with certainty; therefore, the Lemeshow formula was used to determine the sample size in this study.

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Description:

n = Sample size

Z = Z-score at a 95% confidence level = 1.96

p = Maximum estimated proportion

d = Margin of error

Based on the method above, the sample size was determined using the Lemeshow formula with a maximum estimated proportion of 50% and a margin of error of 10%.

$$\begin{aligned} n &= \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2} \\ n &= \frac{3,8416^2 \cdot 0,5(1 - 0,5)}{0,1^2} \\ n &= \frac{0,9604}{0,1^2} \\ n &= 96,04 \end{aligned}$$

Based on calculations using the Lemeshow formula, the sample size obtained was 96.04. However, according to (Amiyani & Widjajanti, 2019), the recommended minimum sample size for descriptive research is 100 respondents. Therefore, based on these two references, the sample used in this study consisted of 100 respondents. The population focused on in this study was

consumers of Ayam Geprek Sa'i who made purchases offline by visiting the Ayam Geprek Sa'i restaurant directly.

Sampling Technique

In this study, the sampling method used was non-probability sampling with a purposive sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for all members of the population to be selected as sample members. Purposive sampling is a technique of selecting samples from a population by choosing subjects based on specific criteria determined by the researcher (Priadana & Sunarsi, 2021). The criteria for respondents included consumers of Ayam Geprek Sa'i who had made offline purchases more than once by directly visiting the restaurant, either dining in or taking the food away, and who were within the age range of 17–60 years.

Data Collection Method

Data collection methods used in this study were carried out through the distribution of questionnaires to the community, involving a total of 100 respondents. The questionnaire consisted of a set of questions given to respondents, in which the assessment used weighted scores and intervals, so the level of measurement applied was an interval scale. The responses obtained were measured using a Likert scale to determine the respondents' assessment scores. The Likert scale used in this study was based on variable indicators and consisted of five levels: scale 1 (strongly disagree), scale 2 (disagree), scale 3 (neutral), scale 4 (agree), and scale 5 (strongly agree) (Kirana et al., 2020).

Data analysis in this study was conducted using SmartPLS software, which is a variance-based Structural Equation Modeling (SEM) technique that allows simultaneous testing of both measurement and structural models. The SmartPLS model consists of the Outer Model and the Inner Model. The Outer Model specifies the relationship between latent variables and their indicators, with testing that includes Convergent Validity (factor loading values > 0.7), Discriminant Validity (the loading value of the intended construct must be higher than that of other constructs), Average Variance Extracted (AVE > 0.5), Cronbach's Alpha (> 0.7), and Composite Reliability (> 0.7). Meanwhile, the Inner Model examines the relationships among latent constructs through R-Square testing ($0.67 = \text{strong}$, $0.33 = \text{moderate}$, $0.19 = \text{weak}$), path coefficient testing to determine the significance of effects, and hypothesis testing by evaluating T-Statistics and P-Values, where a hypothesis is accepted if the P-Values are less than 0.05 [39].

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

Table 2. Respondent Characteristics Based on Age and Gender

Category	Item	Frekuensi	Presentase %
Age	14 – 19 years old	30	32%
	20 – 25 years old	60	58%
	26 – 40 years old	10	10%
Gender	male	63	64%
	Female	37	36%

Source: Processed Data, 2026

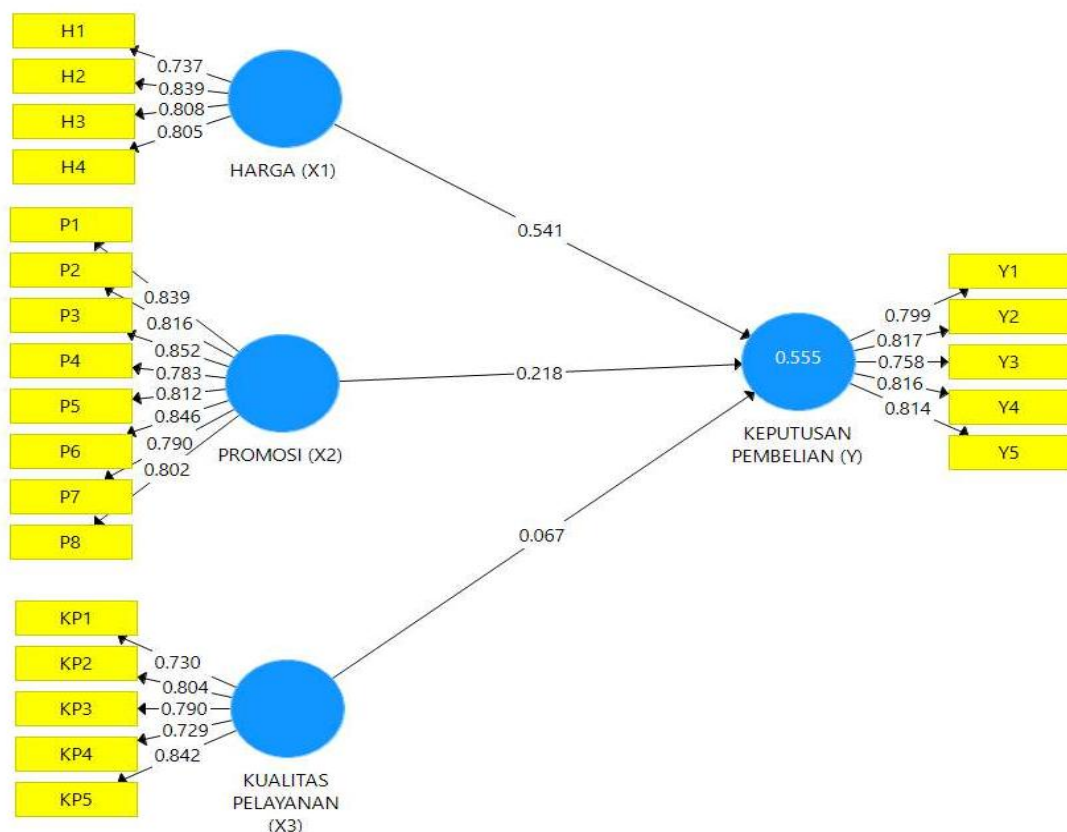
Based on Table 2, it can be seen that consumers of Ayam Geprek Sa'i consisted of 63 males and 37 females. Based on the data presented, it can be concluded that the percentage of male consumers of Ayam Geprek Sa'i was 64%, which was higher than female consumers at 36%. The respondents' age groups were divided into three categories, with respondents aged > 14 years (32%) having a higher percentage compared to those aged > 40 years (10%).

Data Analysis

Outer Model Results

The first stage of data processing was carried out using SmartPLS version 3.0 by running the Partial Least Squares (PLS) path modeling algorithm, including consistent PLS, ordinary least squares regression based on total scores, advanced bootstrapping options, blindfolding, and Importance-Performance Matrix Analysis (IPMA). SmartPLS is one of the widely used software programs for testing Partial Least Squares Structural Equation Modeling (PLS-SEM).

Figure 2. Loading Factor



Source: Processed SmartPLS Data, 2026

Based on the outer model test results shown in the figure, the outer loading values above 0.7 indicate that each indicator has a strong ability to represent its latent construct. Therefore, all indicators are considered valid and suitable for use in further model testing.

Table 3. Validity Test Results

Variable	Indicator	Outer Loading	Descriptions
Price	X1.1	0.737	Valid
	X1.2	0.839	
	X1.3	0.808	
	X1.4	0.805	
Promotion	X2.1	0.839	Valid
	X2.2	0.816	
	X2.3	0.852	
	X2.4	0.783	
	X2.5	0.812	
	X2. 6	0.846	
	X2. 7	0.790	
	X2.8	0.802	
Service quality	X3.1	0.730	Valid
	X3.2	0.804	
	X3.3	0.790	
	X3.4	0.729	
	X3.5	0.842	
Purchasing Decision	Y1	0.799	Valid
	Y2	0.817	
	Y3	0.758	
	Y4	0.816	
	Y5	0.814	

Source: Processed Data, 2026

Convergent Validity : Correlation can be considered valid if the loading factor value is above 0.7. Based on the table, it can be seen that the loading factor values for each variable (instrument) have met the required criteria, with correlation values above 0.7. Indicators that meet this requirement are considered valid; therefore, the study can proceed to the next stage of analysis.

Discriminant Validity

Table 4. Discriminant Validity

	X1	X2	X3	Y	Descriptions
X1	0.798				Valid
X2	0.720	0.801			Valid
X3	0.717	0.580	0.780		Valid
Y	0.597	0.580	0.571	0.818	Valid

Source: Processed SmartPLS Data, 2026

Based on Table 4 above, according to the Fornell–Larcker criterion, the square root of the AVE value for each construct is greater than its correlation with other constructs; therefore, the discriminant validity of the measurement model is considered satisfactory.

Average Variance Extracted (AVE) Test Results**Table 5. Composite Reliability Test Results**

Variable	Average Variance Extracted (AVE)	Information
Price (X1)	0.637	Valid
Promotion (X2)	0.642	Valid
Service Quality (X3)	0.609	Valid
Purchasing Decision (Y)	0.869	Valid

Source: Processed SmartPLS Data, 2026

Based on Table 5, it can be seen that the Average Variance Extracted (AVE) values for each variable are above 0.5. All constructs in the research model demonstrate adequate convergent validity. This indicates that each construct is able to explain more than 50% of the variance of its indicators, suggesting that these indicators collectively represent their respective latent constructs well.

Composite Reliability Test Results**Table 6. Reliabilitas Composite Test Result**

Variable	Cronbach's Alpha	Composite Reliability (rho A)	Composite Reliability (rho C)	Average Variance Extracted (AVE)	Informations
Price (X1)	0.810	0.820	0.875	0.637	Reliable
Promotion (X2)	0.861	0.864	0.900	0.642	Reliable
Service Quality (X3)	0.840	0.854	0.886	0.609	Reliable
Purchasing decisions (Y)	0.929	0.934	0.942	0.669	Reliable

Source: Processed SmartPLS Data, 2026

Composite Reliability : The composite reliability value must be greater than 0.7, and the Cronbach's alpha value must also be greater than 0.7. Based on Table 6, all constructs in the research model demonstrate a very good level of reliability and meet the required standards. All four variables show Cronbach's Alpha values above 0.7. The consistently high Composite Reliability (rho_C) values across all variables (ranging from 0.875 to 0.942) further strengthen the evidence of the model's reliability. Therefore, it can be concluded that the measurement instruments used in this study are reliable and suitable for further analysis.

Inner Model Result**R – Square Test Result****Table 7. R-Square Test Result**

	R – Square	Adjusted R Square
Purchasing Decisions (Y)	0.555	0.539

Source: Processed SmartPLS Data, 2026

The R-Square value for the Purchasing Decision variable is 0.539, which indicates that the Purchasing Decision variable is influenced by the Price, Promotion, and Service Quality variables by

53.9%, while the remaining 46.1% is influenced by other factors outside the variables examined in this study [40].

F – Square Test Result

Table 8. F-Square Test Result

	X1	X2	X3	Y	Information
X1				0.285	Medium
X2				0.064	Small
X3				0.005	No Effect
Y					

Source: Processed SmartPLS Data, 2026

F – square

Based on Table 8, the three predictor variables have different levels of influence on the Purchasing Decision (Y) variable. The Price variable is the most dominant variable because it has the largest path coefficient and F-square value, indicating the strongest contribution to improving purchasing decisions..

Inner Model (Path Koefisien) Test Result

Table 9. Inner Model (Path Koefisien) Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Informations
Price (X1) -> Purchasing Decisions (Y)	0.541	0.540	0.089	6.083	0.000	significant
Promotion (X2) -> Purchasing Decisions (Y)	0.218	0.223	0.103	2.113	0.035	significant
Service Quality (X3) -> Purchasing Decisions (Y)	0.067	0.072	0.093	0.721	0.471	non significant

Source: Processed SmartPLS Data, 2026

Based on Table 9, the three predictor variables have different levels of influence on the Purchasing Decision (Y) variable. The Price variable (X1) has a positive and significant effect on Purchasing Decision, with a path coefficient value of 0.541, p-value of 0.000 (<0.05), and t-statistics of 6.083 (>1.96). Similarly, Promotion (X2) has a positive and significant effect on Purchasing Decision, with a path coefficient value of 0.218, p-value of 0.035 (<0.05), and t-statistics of 2.113 (>1.96). However, Service Quality (X3) shows a non-significant effect on Purchasing Decision, with a path coefficient value of 0.067, p-value of 0.471 (>0.05), and t-statistics of 0.721 (<1.96). The Price variable is the most dominant variable because it has the largest path coefficient and t-statistics value, indicating the strongest contribution to increasing consumer purchasing decisions.

DISCUSSION

The Effect of Price on Purchasing Decisions

Based on the results of the inner model testing (path coefficient) in Table 9, the Price variable (X1) has a positive and significant effect on Purchasing Decision (Y) among Ayam Geprek Sa'i consumers, with a path coefficient value of 0.541, t-statistics of 6.083 (>1.96), and a p-value of 0.000 (<0.05). This indicates that the more affordable and appropriate the price set by Ayam Geprek Sa'i, the higher the consumer purchasing decision. Competitive pricing that matches consumers' purchasing power, especially among students, college students, and workers, has proven to be the most dominant factor in encouraging consumers to make purchases. The F-square value of 0.285, which is categorized as moderate (based on Cohen's criteria: $f^2 \geq 0.15$), further strengthens the finding that price provides a substantive contribution to purchasing decisions. This result confirms that Price has a positive and significant effect on Purchasing Decisions. It shows that the more affordable the price of a product, the more positive the consumer response in making purchasing decisions for Ayam Geprek Sa'i (Aurora et al., 2024). Competitive pricing that aligns with consumers' purchasing power, particularly among students, college students, and workers, is proven to be the most dominant factor in driving purchasing decisions.

The price implication is constructed by several indicators, including price affordability, price suitability with product quality, price suitability with benefits, and price suitability with consumers' purchasing power. These four indicators make a significant contribution to understanding the effect of price on purchasing decisions. This study is in line with research conducted by Rissa and Prihartono (Rissa & Prihartono, 2021), which states that price has a positive and significant effect on Purchasing Decisions. Similar findings are also supported by Yazid and Hidayat (Yazid & Hidayat, 2020), who found that price has a positive and significant effect on purchasing decisions. The pricing strategy implemented by Ayam Geprek Sa'i, which considers affordability, suitability with product quality, suitability with benefits, and consumers' purchasing power, makes price a primary consideration for consumers before making purchasing decisions.

H1 : Price has a positive effect on purchasing decisions.

The Effect of Promotion on Purchasing Decision

Based on the results of the inner model testing (path coefficient) in Table 9, the Promotion variable (X2) has a positive and significant effect on Purchasing Decision (Y) among Ayam Geprek Sa'i consumers, with a path coefficient value of 0.218, t-statistics of 2.113 (>1.96), and a p-value of 0.035 (<0.05). Although the influence of promotion is smaller compared to price, this result still indicates that the promotional efforts carried out by Ayam Geprek Sa'i, both online through social media such as Instagram and offline through budget packages, discount programs, and menu bundling, are able to encourage consumers to make purchasing decisions. The F-square value of 0.064 indicates a small effect size but remains statistically meaningful, meaning that promotion still provides a measurable contribution, although on a more limited scale compared to price. The results of this study indicate that Promotion has a positive effect on Purchasing Decisions.

The promotion implication is constructed by several indicators, including advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling (Sudarsono, n.d.). Among these eight indicators, the promotional activities of Ayam Geprek Sa'i that are most perceived by consumers include advertising through social media such as Instagram, sales promotions in the form of budget packages and menu bundling, and word-of-mouth marketing that occurs organically among loyal consumers. The combination of digital promotion and conventional promotion creates a wider reach and delivers messages that are more easily accepted by consumers from various segments, thereby encouraging them to make purchasing decisions.

This study is in line with research conducted by Ningrum, Lilian Mega Puri, and Eva Ratnasari (Ningrum et al., 2023), which states that promotion can increase consumer interest and encourage consumers to make purchasing decisions. Research conducted by Astuti and Anggresta (Astuti &

Anggresta, 2022) also concludes that promotion has a positive and significant effect on purchasing decisions. Effective and well-targeted promotion enables consumers to become familiar with the product, consider available options, and ultimately make purchasing decisions. The promotional strategy implemented by Ayam Geprek Sa'i, which utilizes various communication tools both digital and conventional, has proven to be effective in influencing consumer purchasing decisions.

H2 : Promotion has a positive and significant effect on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

Based on this study, Service Quality has not been proven to be a strong determining factor in encouraging Ayam Geprek Sa'i consumers to make purchasing decisions. The absence of a significant effect of the Service Quality variable on Purchasing Decisions among Ayam Geprek Sa'i consumers indicates that although consumers perceive the service quality as meeting their expectations, it does not necessarily drive them to make purchasing decisions. However, when good service quality is consistently provided, consumers tend to develop positive perceptions of Ayam Geprek Sa'i, which may encourage them to make repeat purchases (Hasanah nahdatul, 2025).

This condition can be explained from several perspectives. First, consumers of Ayam Geprek Sa'i, who are predominantly in the 20–25-year age group, tend to prioritize Price and Promotion over Service Quality when making purchasing decisions. This younger age segment tends to be more sensitive to Price and more influenced by attractive Promotion. Second, service quality in fast-food restaurants such as Ayam Geprek Sa'i is generally perceived as a basic standard expectation, so it is no longer considered a distinguishing factor that can drive Purchasing Decisions. Third, differences in consumer perceptions of relatively homogeneous service standards among similar fast-food restaurants may weaken the role of Service Quality as a determining factor in consumer Purchasing Decisions.

This study is consistent with research conducted by Cynthia, Hermawan, and Izzudin (Cynthia, D., Hermawan, H., & Izzudin, 2022), which states that Service Quality has a negative and non-significant effect on Purchasing Decisions. Another study conducted by Nahdatul Hasanah and Ahmad Farhani also found that Service Quality has a negative effect on Purchasing Decisions. However, this study contradicts the research conducted by Rahmawaty and Solihin (Rahmawaty & Solihin, 2023), which found that Service Quality has a positive and significant effect on Purchasing Decisions. These differences in findings may occur due to variations in context, research objects, and the characteristics of the respondents studied. Therefore, Ayam Geprek Sa'i still needs to maintain and improve its Service Quality, because in the long term, good service quality plays an important role in building consumer loyalty.

H3 : Service Quality has a positive and non-significant effect on purchasing decisions.

This study has several limitations that create research gaps for future studies. First, the sample size used in this study consisted of only 100 respondents, which may not fully represent the broader population of consumers, especially considering the wide distribution of Ayam Geprek Sa'i outlets. Second, the use of a margin of error of 10% indicates a relatively high level of sampling error, which may reduce the precision and generalizability of the findings. In addition, this study only examined three independent variables—price, promotion, and service quality—while the R-square result showed that 46.1% of purchasing decisions were influenced by other variables not included in this study, such as brand image, product quality, location, or consumer satisfaction. Furthermore, the research was limited to consumers who made offline purchases in a specific area, which may not reflect the behavior of online consumers or consumers in other regions. Therefore, future research is needed using larger sample sizes, lower margins of error, additional relevant variables, and broader research locations to obtain more comprehensive and accurate results.

CONCLUSION

Based on the results of the research and discussion that have been conducted, it can be concluded that price and promotion have a positive and significant effect on the purchasing decisions of Ayam Geprek Sa'i consumers. Price is the most dominant factor influencing purchasing decisions, as consumers tend to consider affordability as well as the suitability of price with the quality and benefits of the product. Promotion has also been proven to encourage purchasing decisions through various strategies such as social media, discounts, and bundling packages, although its influence is not as strong as price.

On the other hand, service quality does not have a significant effect on purchasing decisions. This indicates that consumers tend to prioritize price and promotion factors over service quality when determining purchasing decisions, especially among the younger age segment that dominates the respondents. In addition, service quality in fast-food restaurants tends to be perceived as a general standard, so it does not become a primary differentiating factor.

Overall, the variables of price, promotion, and service quality are able to explain purchasing decisions by 53.9%, while the remaining percentage is influenced by other factors not examined in this study. Therefore, it is recommended that Ayam Geprek Sa'i focus more on implementing competitive pricing strategies and attractive promotional activities, without neglecting improvements in service quality to maintain consumer loyalty in the long term.

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